

Enterprise and Prosperity Workgroup

Key discussions and actions from Enterprise & Prosperity Workgroup meeting held on Tuesday 25 January 2022 at 17.00 in Blend Coffee Lounge, High St, Perth

Meeting Attendees

Name						Apologies	
Iain Hutchison	IH	Nicola Martin	NM	Kristine Moody	KM	Les Bayne	LB
Keith Scobie	KS	Steve Petrie	SP	David Littlejohn	DL	Jerry Alexander	JA
Alyx Dellaquaglia	AD	Jackie Brierton	JB	Sundee Salins	SS		
Sayed Huseini	SH	Fiona Beale	FB	Nicola Chakraverty	NC		

Ref	Agenda Item	Lead	Action/Update	Action Owner & Target Date
1.0	Welcome and Apologies	Iain		
2.0	Perth City Leadership Forum & Workgroups Overview	Iain	PCLFs vision is for Perth to be the Most Sustainable Small City in Europe, enabling and encouraging others where required to achieve this, not to replace any existing groups or organisations. Enterprise & Prosperity Workgroup can provide value, support and advice on funding to go further, making the most of the human capital in the city – therefore this group is crucially important to making change happen.	
3.0	Status: Perth prosperity & role of business	Iain	Role of business = Prosperity. Perth's commercial property prices are not growing at the moment; residential prices are OK – similar to Stirling, higher than Dundee. People commute to Edinburgh/Glasgow for highly paid jobs. Covid has exaggerated this recently. Working from home/agile working increases possibilities for local spending of income. Unemployment in Perth is below national average, but high proportion of lower value jobs, not jobs to increase prosperity. There is a lot of entrepreneurial energy in Perth, a good support network is required for it to grow. Now is an opportunity to change the culture, to develop a belief and confidence in the city and the surrounding area, supporting people to create their own jobs, to grow their own businesses.	

4.0	Aspirations & Vision	All	Put Perth on the map - nationally and globally. Beautiful place to live. Best for Business. Exemplify wealth of opportunities available to the global market. A prosperous, inclusive society with an Adaptable, 'Yes' culture Small City, Big Personality Perth: The Best Place to Be	
5.0	Areas to assist business to flourish	All	<u>Education</u> - Change the brain drain – youth go away to university and aren't attracted back. Clear pathways to high quality jobs are needed. Look at what UHI is teaching. Create a school/academy system teaching subjects/qualifications that local employers want: cf Nashville Academies. Support employers to place school pupils in work placements, contextualise education, nurturing young entrepreneurs <u>Play to Perth's strengths</u> = Perfect place to bring up a family. Life-style economy is crucial, building on what we have already. <u>Bring investment to Perth</u> – support growth of business, growing prosperity. A central Help-point/ Support point in the city and/or digitally to give direction to people with ideas and aspirations could be a way forward. <u>International Conferences</u> bring attention to the place – opportunity to promote assets, bring businesses & universities together, market Perth as the Best Place to Live, Best Place to Grow your Business etc. Gap = hotel accommodation - Promote hybrid conference with a Sustainable brand – in person gives real life experience of Perthshire life, online demonstrates the sleek, up-to-date digital life possible in Perthshire. What theme to promote? Food/Hospitality/Cultural Capital? UNESCO status as City of Crafts and Folk Art? Centre of Scotland? Digital Technology? Energy? <u>Maximise appeal of High St:</u> Retail rents are low in city centre currently. Perth at night looks great, Perth in daylight looks sad. Tay St and the river are massive assets – need to capitalise on these and bring High St up to match.	
6.00	Future meetings frequency, location, times	All	It was agreed to meet monthly, on the last Wednesday of the month at 17:15 to allow people to come from work. Venue TBC:	Action IH by 18 Feb 22
7.00	AOB			
8.00	Date of next meeting		Wednesday 23 February 2022 at 17:00. Venue TBC	

[End]